



WDAF-TV

Revision

ORDER

Print Date 09/19/12

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Flight Dates 09/18/12-09/24/12

Contract / Revision 575393 /

Original Date / Revision
09/19/12 09/19/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Product
SPENCE 4 MO GOV

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 918924

Alt Order # 09820258

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC POL

Product Codes PL1Ea

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 28% Market Value 132142

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	37%	48892
KCWE	%	0
KMBC	24%	31714
KMCI	%	0
KPXE	%	0
KSHB	11%	14535
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	43	\$31,450.00	\$37,000.00	0.00
Totals	43	\$31,450.00	\$37,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/24/12	43	\$31,450.00	\$37,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	09/18/12	09/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$250.00	1	0.00	NM	1	\$250.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----			1		\$250.00		0.00				
2	4	09/19/12	09/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$250.00	1	0.00	NM	1	\$250.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----			1		\$250.00		0.00				
3	4	09/20/12	09/20/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$250.00	1	0.00	NM	1	\$250.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T---			1		\$250.00		0.00				

Contract / Revision

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	4	09/21/12	09/21/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$250.00	1	0.00	NM	1	\$250.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$250.00		0.00			
5	4	09/24/12	09/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$250.00	1	0.00	NM	1	\$250.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$250.00		0.00			
6	4	09/18/12	09/18/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$375.00		0.00			
7	4	09/19/12	09/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$375.00		0.00			
8	4	09/20/12	09/20/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$375.00		0.00			
9	4	09/21/12	09/21/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$375.00		0.00			
10	4	09/18/12	09/18/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$450.00		0.00			
11	4	09/19/12	09/19/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	--W----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$450.00		0.00			
12	4	09/20/12	09/20/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$450.00		0.00			
13	4	09/21/12	09/21/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$450.00		0.00			
14	4	09/24/12	09/24/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
JUDGE JUDY															

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
36	4	09/23/12	09/23/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p (10:30 PM-11:00 PM)	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
NEWS 10P SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$625.00		0.00				
37	4	09/18/12	09/18/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-T-----	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----			1		\$3,000.00		0.00				
38	4	09/19/12	09/19/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--W----	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----			1		\$3,000.00		0.00				
39	4	09/20/12	09/20/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	---T---	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T---			1		\$3,000.00		0.00				
41	4	09/19/12	09/19/12	X Factor Wednesday FOX X Factor	CM-All	7-9p	--W----	:30	1	\$2,600.00	2	0.00	NM	1	\$2,600.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----			1		\$2,600.00		0.00				
42	4	09/20/12	09/20/12	X Factor Thursday FOX X Factor	CM-All	7-9p (7:00 PM-8:00 PM)	---T---	:30	1	\$2,000.00	2	0.00	NM	1	\$2,000.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T---			1		\$2,000.00		0.00				
N 44	4	09/24/12	09/24/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----			1		\$3,000.00		0.00				
N 45	4	09/22/12	09/22/12	MLB on FOX Daytime MLB on FOX Daytime	CM-All	Daytime	-----S-	:30	2	\$200.00	4	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			2		\$200.00		0.00				
Totals														43	\$37,000.00